



RedRover Job Announcement

Position Title: Marketing Manager

Job Type: Full-time (35 Hours per week)

Salary range: \$63,000-\$70,000

Location: Flexible, hybrid work arrangement, preferably 1-3 days in Sacramento, CA, office per week

Are you passionate about helping animals as well as people? RedRover is a national nonprofit organization, seeking an exceptional Marketing Manager to join our team in Sacramento, CA!

Full-Time Benefits: We offer a robust benefits package. You'll enjoy:

- Medical, Dental, Vision, and Life insurance for employees on the first day of the month following 60 days of full-time employment
- Vacation, Holiday, and Sick time accrual beginning the first day of employment
- 7% employer-paid Simplified Employee Pension (SEP) with immediate vesting, effective after one year of active employment
- Annual Companion Animal Allowance to help pay for family veterinary emergencies and work-related pet sitting (if you have a pet), effective after 60 days active employment

Our staff members enjoy balanced lives and flexibility. RedRover is a strengths-based organization committed to staff career development. We are looking for equity-minded applicants who will work with us to establish a supportive work community with a strong sense of belonging to further our mission.

The mission of RedRover is to bring animals out of crisis and strengthen the bond between people and animals through emergency sheltering, disaster relief services, financial assistance, and education.

Based in Sacramento, California, RedRover operates national programs that help animals and people in crisis and is well-known for its three main programs:

- RedRover Responders provides temporary shelter and care for animals displaced by crises such as natural disasters and cruelty in the United States and Canada, supports pets of domestic violence survivors by building pet housing spaces at domestic violence and animal shelters, and provides hands-on training and support to communities in need;
- RedRover Relief provides financial assistance, resources, and emotional support for pet guardians struggling with economic hardship when pets need urgent or emergency care, as well as resources to help domestic violence survivors and their pets escape abuse;
- RedRover Readers helps children explore the bond between people and animals through stories and discussion in a unique community-based literacy program

Summary: Under the guidance of the Director of Development and Communications, the Marketing Manager will develop, manage, implement, and analyze RedRover's marketing plan, strategies, and related technology; manage direct mail programs, and oversee operation of RedRover's websites. The Marketing

Manager is a key member of the Communications, PR, and Development Team, comprised of staff members who work closely together to ensure integrated communications, fundraising, public relations, and marketing objectives are on track and messaging is consistent with the organization's brand and mission across multiple channels.

A bachelor's degree in marketing or communications or other relevant area with at least four years of marketing experience is required for this position. The Marketing Manager is expected to exhibit truly exceptional interpersonal communication skills and build and maintain excellent relationships with staff as well as outside vendors and other constituents. The Marketing Manager should be a conscientious team-player, be self-motivated and able to think independently, and balance and prioritize multiple tasks while maintaining a positive, professional attitude. The Marketing Manager is expected to have excellent analytical skills, attention to detail, excellent written and verbal communication, strive for accuracy and precision, and be able to follow and implement directives. Lastly, they should be highly organized and able to work with minimal direction or supervision and be vigilant and inspired to seek and create opportunities to help amplify RedRover efforts.

Successfully fulfilling the position includes demonstrating a passion for helping animals as well as people. The Marketing Manager should be a compelling ambassador representing the organization's brand.

Essential Duties and Responsibilities: include the following. Other duties may be assigned.

- Work with Director of Development and Communications, Public Relations and Partnership Manager, and Communications Manager to help RedRover understand our key constituents, analyze and leverage key engagement metrics, and deliver content that is relevant and compelling through a variety of communication channels, including email, direct mail, social media, and website
- Execute marketing strategies for campaigns (e.g., 25 by 2025) and partnerships (e.g., Purple Leash Project) across all programs, and brainstorm ideas for new campaigns
- Develop and execute marketing tactics, including segmentation/targeting, A/B testing, lead generation and list growth to meet objectives set by the organization
- Manage the marketing technology platforms (ActiveCampaign, Salesforce, Fundraise Up, WordPress), including integration, constituent journeys, analytics, reporting, and upkeep, ensuring cohesion and desired outcomes are met across platforms
- Work with consultant to maintain RedRover, Kind News, and 25 by 2025 websites, including updates, technical support, web optimization, data analytics, and web development
- Work with direct mail consultants to implement direct mail fundraising program to meet annual fundraising goals
- Work with Communications Manager to ensure consistent branding and messaging, utilize graphic design skills to create branded media, and maximize the integration of communication, fundraising, and paid and unpaid media strategies across all channels
- Collaborate with program teams to amplify goals and efforts across multiple communication platforms
- Lead marketing technology projects as needed, including website redesign, migrations, or implementation of new applications or platforms. Train staff on marketing platforms use and technical skills.
- Work with marketing consultants to maximize Google Ad campaigns, and identify other advertising opportunities

- Represent RedRover in technology vendor communications, such as web developers and ActiveCampaign
- Oversee the creation of videos used for marketing and fundraising purposes
- Coordinate with Community Outreach teams to gather promotional materials for tabling events and conferences

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Bachelor's degree in marketing or communications or other relevant areas or at least four years of marketing experience required. Proficiency in marketing technology, website management, excellent written and verbal communication skills, strong attention to detail are required. A demonstrated passion for supporting human and animal well-being, emotional maturity, and professionalism is also required.

Additionally, affection for animals, concern for their welfare and a willingness to accommodate animals in the workplace is required. Ability to occasionally work on weekend days and travel across the United States and Canada is required. Must maintain constituent (donors/volunteers/directors/employees) confidentiality and possess a valid California driver's license, car insurance, and reliable transportation.

This position requires a diligent effort to promote, protect, and enhance the reputation and image of RedRover and its brand attributes: **Caring, Respected, Unwavering, Inspirational, Vigilant.** Attitude and behavior should be professional and helpful to our members, volunteers, and the public, and should align with our mission and brand. A passion for helping animals and people is also essential.

Application Instructions:

Please email the cover letter and resume to employment@RedRover.org with "Marketing Manager" in the subject line. Position will remain open until filled. Please follow these application instructions as only complete submissions will be reviewed and considered.